



Klaviyo Brings Custom AI Skills to Customer Agent, Built on its CRM

2026-04-30

BOSTON--(BUSINESS WIRE)-- Klaviyo (NYSE: KVYO), the autonomous B2C CRM, today announced the launch of Custom Skills for Customer Agent, a major update that gives brands the ability to extend their AI agent beyond out-of-the-box capabilities and build customer experiences unique to their business on the same CRM foundation that already powers their marketing.

Customer Agent already handles order tracking, returns, and product recommendations. Custom Skills takes it further, letting brands define their own logic in plain language, build skills from scratch, customize how existing ones behave, and connect it to any system in their tech stack.

Every brand manages customer interactions in their own unique ways – a luxury brand handles a return differently than a global retailer with multiple product lines. A subscription brand has different loyalty mechanics than a one-time purchase brand. As AI agents become the primary experience for managing customer service, brands need agents that reflect how their business actually works.

With Custom Skills, the result is a new category of customer experiences, ones that can only exist when an AI agent knows the customer as well as the brand does, for example:

- Reservation concierge: A dynamic, conversational assistant that learns preferences across sessions and can suggest and make reservations at restaurants, hotels, and other venues based on evolving customer behavior.
- Personalized gifting advisor: A guided experience that helps shoppers find the perfect gift for someone else without impacting their own customer profile - maintaining clean data while delivering highly relevant recommendations.
- Connect to physical world systems: From store locators to appointment booking to warranty claims, agents can now coordinate digital and physical experiences through connected systems.

"We've trusted Klaviyo for years, so when Customer Agent launched, we moved immediately," said James Thorngren, Marketing Director at Naked Wardrobe. "Now, with Customer Agent, AI is out there styling our

customer, answering questions, selling the right piece, at two in the morning when our team is asleep.”

Why this matters: redefining customer service on a CRM foundation

Most AI-powered service tools are built as stand-alone systems or on legacy helpdesks, which manage tickets but lack the customer context needed to make interactions personal and actionable. Customer Agent is fundamentally different because it's built directly on Klaviyo's data platform, meaning every interaction is informed by real-time customer context like purchase history, browsing behavior, and loyalty status. And every conversation and resolution is written back to the same profile to improve future service interactions and fuel better personalized, marketing experiences.

“At the core, this is about where AI lives,” said Andrew Bialecki, co-founder and co-CEO of Klaviyo. “As AI becomes a primary interface for customer interactions, this architectural difference becomes more important. When brands can provide immediate context, resolve requests, and confidently guide the next step for customers, they will have an advantage. Klaviyo's autonomous approach – building agents where the data already lives – positions Custom Skills not just as a feature, but as part of a longer-term structural advantage in how brands deliver customer experiences.”

Custom Skills is available now in managed beta. Brands can learn more about Customer Agent and Klaviyo's other AI-powered offerings [here](#).

About Klaviyo

Klaviyo (CLAY-vee-oh) is an autonomous B2C CRM that powers more valuable customer experiences. We unify a flexible, scalable data platform, intelligence that gets smarter with every interaction, and action across Marketing and Service to help businesses turn real-time customer data into personalization at scale. High-growth enterprises like Mattel, TaylorMade, Glossier, Liquid Death, Daily Harvest and more than 193,000 other paying customers leverage Klaviyo's actionable infrastructure and our more than 350 integrations to deliver measurable outcomes through faster, higher-quality experiences.

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Press

Danielle Zanatta

press@klaviyo.com

Source: Klaviyo, Inc.